

CPAM 2009-0001, Route 28 Keynote Employment Policies Workplan Activities

Phase I, completed at the end of May 2010, included the assemblage of an internal Technical Team, along with a subset Core Team, to provide expertise and staff support throughout the plan amendment process. The Technical Team included staff from Planning, Building and Development, Economic Development, Mapping, Transportation Services, and staff from other County Departments. Phase I also included assemblage of a Route 28 Stakeholders Group, consisting of property owners, business owners, trade association groups, regional organizations, and Homeowners Associations.

During Phase I, staff conducted four visioning workshops and interactive feedback sessions with the Route 28 Stakeholders Group. Held at Claude Moore Park Recreation Center in March, April, and May 2010, an average 30 and 50 stakeholders participated in each workshop. The workshops followed an iterative design process where concepts and strategies were developed and refined through interactive feedback sessions. As shown in Figure 1, at each workshop, Staff first presented development and design concepts that were discussed by stakeholders to gain feedback. In between the workshops, documents were refined using this feedback and presented at the next meeting.

Phase I culminated in a Draft Goals, Objectives, and Strategies document and corresponding map for the CPAM study area, as well as a secondary study area that included the remainder of the Route 28 Corridor. Throughout the process stakeholders emphasized the importance of expanding the boundaries of the study area to correspond with the existing Route 28 Tax District Boundaries. The participants felt that increasing the boundary provided more opportunities, increasing the variety of uses and employment potential for the Route 28 Corridor.¹

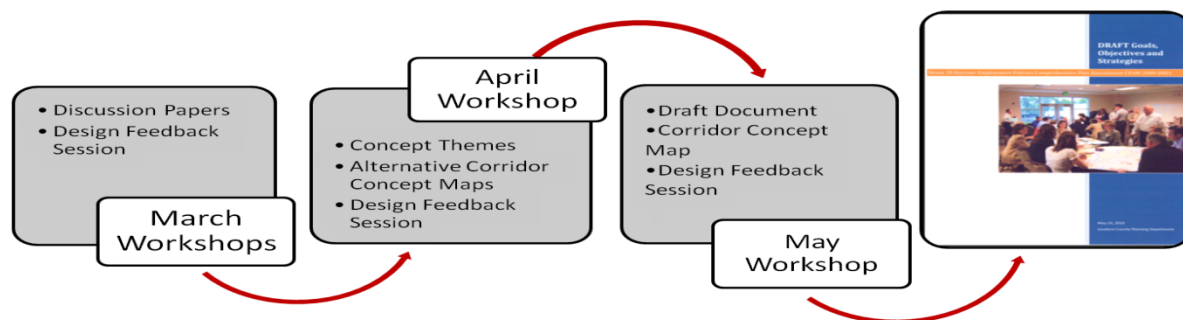


Figure 2: Flow Chart Depicting iterative design process during visioning workshops.

¹ Throughout the process, stakeholders emphasized the importance of expanding the boundaries of the study area to correspond with the existing Route 28 Tax District Boundaries. The participants felt that increasing the boundary provided more opportunities, increasing the variety of uses and employment potential for the Route 28 Corridor. The Board of Supervisors approved an expansion of the CPAM boundaries in September 2010.

Upon revising the CPAM's Draft Goals, Objectives, and Strategies and the Corridor Concept Map based on final Stakeholder workshop feedback, Phase II began with a presentation of the document at a Community Input session held on June 21, 2010 at Loudoun Water. Approximately 35 members of the public attended the meeting, wherein participants commented on the draft recommendations during small group discussions. The Core Team again refined and revised the document which was then presented to a joint meeting of the Board of Supervisors and the Planning Commission on July 7, 2010.

The Draft Goals, Objectives, and Strategies document recommended that Keynote Employment policies should be changed to support a variety of business development options and employment settings while continuing to promote major office employment. The recommendations also included in the document were intended to stimulate commercial development within the CPAM 2009-0001 boundary and throughout the Corridor. This draft document also recommended a number of additional land use, transportation, design, and sustainability objectives that offered more comprehensive guidance to development.

The Route 28 CPAM Draft Goals, Objectives, and Strategies and its related map were presented to the Board and Planning Commission at a joint briefing held this past July 14, 2010. Staff then used this document to formulate the CPAM policies.

On September 8, 2010, the Board of Supervisors voted to revise the study area and scope of CPAM 2009-0001, Route 28 Keynote Employment Policies to include remaining properties within the boundaries of the Route 28 Tax District. In addition to Keynote Employment, the expanded study area included properties designated Business Community and Industrial Community. Expanding the study area gave the County the opportunity to apply policies more broadly to support a more consistent and quality development pattern within the larger Corridor and promote it as a premier location and employment destination for regional, national, and international businesses.